

Message Text

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: DRAFT COUNTRY COMMERCIAL PROGRAM FOR U.K. FY
1977

REF: CA-9016

1. AS REQUESTED IN REFERENCE, DRAFT FY 77 CCP IS AS
FOLLOWS:

2. SUMMARY OF INPUTS AND JUSTIFICATION FOR INCREASES
TOTALS IN PARENTHESIS INCLUDES NON-CAMPAIGN AS WELL AS
CAMPAIGN.

TARGETS	TO	LO	BSP
FY 77	500 (625)	67 (84)	75 (125)
FY 75	330 (400)	27 (47)	17 (75)

PROMOTIONS

8 USTC SHOWS

2 OFF-SITE (ONE TYPE II) FAIRS

3 JEEPS

1 IN-STORE-PROMOTION

1 TRADE MISSION

MAN DAYS IN 15 CAMPAIGNS

E/C-I

	FSO	FSL(P)	FSS & FSL(C)
1977	350	595	424
1975	299	206	-

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NON-CAMPAIGN

1977	734	514	2003
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1975 814 1901 1320

CAMPAIGN

	TRAVEL	REPRESENTA TION	PRINT- ING	CONTRACT- ING
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1977	7000	3775	100	
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1975	3360	2450	-	
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NON-CAMPAIGN

1977	150	150	1598	-
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1975	1440	1050	1250	260
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ASSUMPTIONS: A) 1977 IS YEAR OF BUSINESS RECOVERY

B) INFLATION HAS CONTINUED AT 20 PERCENT PER ANNUM
LEVEL

JUSTIFICATION FOR DIRECT COST INCREASES:

A) INFLATION

B) REPROGRAMMING OF ONE PROFESSIONAL LOCAL EMPLOYEE AND
CONSEQUENT NEED TO INCREASE SUPPORT BASE, I.E. TRAVEL
ETC.

C) INCREASE IN NUMBER OF CAMPAIGNS FROM 8 IN FY 75 TO
15 IN FY 77 ENTAILING INCREASED GEOGRAPHICAL AND
REPRESENTATIONAL REACH.

DRAFT 1977 CCP

SECTION IV

SUMMARY OF RESOURCE ALLOCATION

MAN-DAYS

	FSS &		
I PRODUCT CAMPAIGNS	FSO	FSL(P)	FSL(C)
1.1 AEROSPACE/AVIATION	20	30	10
1.2 ADVANCED ELECTRONICS	25	30	5
1.3 ELECTRO-OPTICAL SYSTEMS	SA 10	15	10
1.4 COMPUTERS & PERI- PHERALS	15	30	5
1.5 COMPUTERIZED BUSINESS SYSTEMS	15	25	20
1.6 LABORATORY INSTRU- MENTATION	15	20	30
1.7 ENERGY SAVING EQPT., MATERIALS & SYSTEMS	45	65	30
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1.8 NEW & AUTOMATED AG.

EQPT., ETC.	35	65	25
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1.9 CONSUMER GOODS 55 155 120

1.10 PROCESS CONTROL

EQPT: OIL 25 35 10

1.11 RELATED OFFSHORE OIL

& GAS EXPLORATION 35 35 12

1.12 FOOD PACKAGING &

PROCESSING 20 25 8

1.13 MARINE EQPT. 25 35 8

1.14 WATER PURIFICATION

ETC (PHASE I) 5 15 3

1.15 METAL WORKING

(PHASE I) 5 15 3

TOTALS 350 595 349

PLUS FSS TIME 75

424

DIRECT COSTS

I PRODUCT CAMPAIGNS TRAVEL REPRESENTATION

1.1 AEROSPACE/AVIATION 250 150

1.2 ADVANCED ELECTRONICS 150 300

1.3 ELECTRO-OPTICAL

SYSTEMS 250 150

1.4 COMPUTERS & PERI-

PHERALS 300 150

1.5 COMPUTERIZED BUSINESS

SYSTEMS 300 150

1.6 LABORATORY INSTRU-

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MENTATION 250 150

1.7 ENERGY SAVING EQPT., MATERIALS & SYSTEMS	750	200
1.8 NEW & AUTOMATED AG. EQPT., ETC.	600	200
1.9 CONSUMER GOODS	1,500	500
1.10 PROCESS CONTROL EQPT., OIL	500	400
L.11 RELATED OFFSHORE OIL & GAS EXPLORATION	500	400
1.12 FOOD PACKAGING & PROCESSING	300	250
1.13 MARINE EQPT.	300	250
1.14 WATER PURIFICATION ETC (PHASE I)	200	50
1.15 METAL WORKING (PHASE I)	200	50
TOTALS	6,350	3,350

DIRECT COSTS

I PRODUCT CAMPAIGNS	PRINT & MAIL	OTHER	TOTAL
1.1 AEROSPACE/AVIATION	-	-	400
1.2 ADVANCED ELECTRONICS	-	-	450
1.3 ELECTRO-OPTICAL SYSTEMS	-	-	400
1.4 COMPUTERS & PERI- PHERALS	-	-	450
1.5 COMPUTERIZED BUSI- NESS SYSTEMS	-	-	450
1.6 LABORATORY INSTRU- -MENTATION	-	-	400
1.7 ENERGY SAVING EQPT., MATERIALS & SYSTEMS	-	-	950
1.8 NEW & AUTOMATED AG. EQPT., ETC.	-	-	800
1.9 CONSUMER GOODS	-	-	2000
1.10 PROCESS CONTROL EQPT., OIL	-	-	900
1.11 RELATED OFFSHORE OIL & GAS EXPLORATION	-	-	900
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1.12 FOOD PACKAGING & PROCESSING	-	-	550
1.13 MARINE EQPT.	-	-	550
1.14 WATER PURIFICA- TION ETC (PHASE I)	50	-	300
1.15 METAL WORKING (PHASE I)	50	-	300
TOTALS	100	-	9800

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UNCLAS SECTION 03 OF 17 LONDON 02404

CCP FY 77 SECTION IV

SUMMARY OF RESOURCE ALLOCATION

MAN DAYS

E/C-I

FSO FSL(P) FSL(C) /USTC

II. OTHER PRIORITY PROJECTS

5 MALOR PROJECT LEADS 8 5 1

III. OTHER PROJECTS

LTC EVENTS

50 BSPS

34 SCHEDULED CERP 19 19 8

MARKET RESEARCH & PLANNING

PURCHASED RESEARCH (TIR & TC) 12 13 2 90

PTRS AND PTES 8 7 3 20

BEST PROSPECTS (CMS) 100 125 7 110

CCP & PLANNING

240 ADS 150

125 TRADE OPS 16 16 5

17 LOS 2 3 1

750 WTDR 243

EXCON 48 29

POLICY REPORTING &

NEGOTIATION

ANNUAL CONSUMERS REPORT 7 7 4

GENERAL MANAGEMENT & PROGRAM165 37

ADMIN

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BUSINESS SERVICES 178 179 1190

750 E/C VISITORS

315 LIB. VISITORS

38727 PHONE CALLS

4 COMMERCIAL NEWS RELEASE

COMM. LIBRARY CORRESPONDENCE

OTHER TRADE PROMOTION

ACTIVITIES 147 103 358

3RD COUNTRY TF & TC

FOR. BUS. GROUP TRAVEL

48 CERP ALERT 24 2

NON CAMP. GRAND TOTAL 734 514 2003 220

DIRECT COSTS

TRAVEL DIRECT

II. OTHER PRIORITY PROJECTS REPRESENTATION

5 MAJOR PROJECT LEADS 100

III. OTHER PROJECTS

LTC EVENTS

50 BSPS

34 SCHEDULED CERP

MARKET RESEARCH & PLANNING 50

PURCHASED RESEARCH (TIR & TC)

PTRS AND PTES

BEST PROSPECTS (CMS)

CCP AND PLANNING

240 ADS

125 TRADE OPS

17 LOS

750 WTDR

EXCON

POLICY REPORTING & NEGOTIATION

ANNUAL CONSUMERS REPORT

GENERAL MANAGEMENT & PROGRAM

ADMIN

BUSINESS SERVICES

750 E/C VISITORS

315 LIB. VISITORS

38727 PHONE CALLS

4 COMMERCIAL NEWS RELEASE

COMM. LIBRARY CORRESPONDENCE

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OTHER TRADE PROMOTION

ACTIVITIES

3RD COUNTRY TF AND TC
FOR. BUS. GROUP TRAVEL
48 CERP ALERT

NON CAMO.

GRAND TOTAL	150	150
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DIRECT COSTS

PRINT	OTHER	TOTAL
& MAIL		

GENERAL MANAGEMENT & PROGRAM

ADMIN

BUSINESS SERVICES

750 E/C VISITORS

315 LIB. VISITORS

38727 PHONE CALLS

4 COMMERCIAL NEWS RELEASE

COMM. LIBRARY CORRESPONDENCE

OTHER TRADE PROMOTION

ACTIVITIES

3RD COUNTRY TF AND TC

FOR. BUS. GROUP TRAVEL

48 CERP ALERT

NON CAMO.

GRAND TOTAL	150	150
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DIRECT COSTS

PRINT	OTHER	TOTAL
& MAIL		

II. OTHER PRIORITY PROJECTS

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5 MAJOR PROJECT LEADS 100

III. OTHER PROJECTS

LTC EVENTS

50 BSPS

34 SCHEDULED CERP

MARKET RESEARCH & PLANNING

PURCHASED RESEARCH (TIR & TC)

PTRS AND PTES

BEST PROSPECTS (CMS)

CCP AND PLANNING

240 ADS

125 TRADE OPS

17 LOS

750 WTDR

EXCON

POLICY REPORTING & NEGOTIATION

ANNUAL CONSUMERS REPORT

GENERAL MANAGEMENT & PROGRAM

ADMIN

BUSINESS SERVICES

750 E/C VISITORS

315 LIB. VISITORS

38727 PHONE CALLS

4 COMMERCIAL NEWS RELEASE 1598

COMM. LIBRARY CORRESPONDENCE

OTHER TRADE PROMOTION

ACTIVITIES

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3RD COUNTRY TF AND TC

FOR. BUS. GROUP TRAVEL

48 CERP ALERT

NON CAMP.

GRAND TOTAL 1598

CAMPAIGN WORKSHEET: COMPUTERIZED BUSINESS SYSTEMS

CAMPAIGN MANAGER: HENRY E. MATTOX

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY, ALTHOUGH

SOMEWHAT SPECIALIZED, IS INCLUDED IN ONE OF THE TARGET

INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION IN FY 1977.

U.S. FIRMS WITH EQUIPMENT INCORPORATING ADVANCED TECH-

NOLOGY SHOULD DO WELL IN THIS MAJOR AND GROWING MARKET.

LONG RANGE GOAL: RECENT MARKET RESEARCH SUGGESTS THAT THE U.K., FRENCH AND GERMAN MARKETS FOR POINT OF SALE EQUIPMENT ALONE WILL TOTAL 2,000 MILLION DOLLARS OVER THE NEXT DECADE. THIS CAMPAIGN WILL FOCUS ON ASSURING A LARGE SHARE OF SALES IN POS AND OTHER COMPUTER-RELATED BUSINESS SYSTEMS FOR U.S. EXPORTERS.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

25 TRADE OPPORTUNITIES
10 AGENCY AGREEMENTS
2 BETWEEN SHOW PROMOTIONS
4 ARTICLES PUBLISHED IN LOCAL JOURNALS
20 NEW U.S. FIRMS INTRODUCED TO U.K. MARKET
1 MAJOR USTC SHOW.

ACTIONS TO BE COMPLETED BY:

SEPTEMBER 30:

1. THROUGH USIS ISSUE 1 INFORMATIONAL PRESS RELEASE.
2. IDENTIFY ANY TRADE BARRIERS OR INSTITUTIONAL ARRANGEMENTS THAT WOULD IMPEDE EXPORT SALES.
3. SUPERVISE AND EVALUATE CONTRACTED MARKET RESEARCH.
4. DEVELOP 2 TRADE OPPORTUNITIES

DECEMBER 31:

1. DEVELOP 5 TRADE OPPORTUNITIES
2. THROUGH USIS PUBLISH 1 PRODUCT NEWS RELEASE
3. SUBMIT REPORT ON KEY COMPETITORS TO U.S. EXPORTERS IDENTIFIED IN MARKET RESEARCH.

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MARCH 31:

1. MOUNT MAJOR COMPUTER-RELATED BUSINESS SYSTEMS EXHIBITION AT LONDON TRADE CENTER IN JANUARY 1977.
2. COORDINATE DEVELOPMENT OF 2 AGENCY AGREEMENTS.
3. DEVELOP 10 TRADE OPPORTUNITIES
4. THROUGH USIS PUBLISH 1 INFORMATIONAL AND 1 PRODUCT RELEASE.

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5. RECRUIT 1 BETWEEN SHOW PROMOTION AT LTC
6. DEVELOP AND REPORT 1 LICENSING AGREEMENT

JUNE 30:

1. DEVELOP 8 TRADE OPPORTUNITIES
2. CONSOLIDATE SALES PROSPECTS BY CONTACTING KEY BUYERS REGISTERED AT COMPUTER-RELATED BUSINESS SYSTEMS EXHIBITION.
3. RECRUIT 1 BETWEEN SHOW PROMOTION AT LTC
4. DEVELOP 1 LICENSING OPPORTUNITY

MISSION RESOURCES REQUIRED:

PERSONNEL		MAN DAYS
E/C	USIS	
FSO/R/GS	15	4
FSL PROFESSIONAL	25	2
FSL CLERICAL	5	2

FINANCIAL	DOLLARS
TRAVEL	300
REPRESENTATION	150

PRINTING AND MAILING

CONTRACT SERVICES

CAMPAIGN WORKSHEET: COMPUTERS AND PERIPHERALS

CAMPAIGN MANAGER: HENRY E.MATTOX

CAMPAIGN STATEMENT: THIS CAMPAIGN WILL INCORPORATE EFFORTS TO FURTHER U.S. EXPORTS TO OR PARTICIPATION IN THE IMPORTANT U.K./EUROPEAN MARKET, WILL CONTINUE A FY 1976 CAMPAIGN IN THE INCREASINGLY SIGNIFICANT MINI-UNCLASSIFIED

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COMPUTER SECTOR, AND WILL BE RELATED TO A CURRENT CAMPAIGN IN ADVANCED BUSINESS MACHINE SYSTEMS.

LONG RANGE GOAL: THE U.K. COMPUTER MARKET, PERHAPS THE LARGEST AND LONGEST ESTABLISHED IN EUROPE, ALREADY IS DEEPLY PENETRATED BY U.S. FIRMS AS LOCALLY BASED

MANUFACTURERS OR EXPORTERS. THE RELATIVELY SMALL SIZE OF THE U.K. MARKET, WHEN COMPARED WITH THE U.S., NONE-THELESS CREATES CONDITIONS INCREASING THE ACCEPTABILITY OF U.S. PRODUCTS, ESPECIALLY ADVANCED PERIPHERALS. PRESERVATION OF THIS DEGREE OF MARKET PENETRATION WILL BE A NECESSARY PROMOTIONAL ACTIVITY.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

35 TRADE OPPORTUNITIES
5 LICENSING OPPORTUNITIES
4 BETWEEN SHOW PROMOTIONS
20 NEW U.S. FIRMS INTRODUCED TO THE MARKET.
10 AGENCY AGREEMENTS
1 INFORMATIONAL PRESS RELEASE
1 MAJOR USTC SHOW

ACTIONS TO BE COMPLETED BY:

SEPTEMBER 30:

1. SUBMIT 5 TRADE OPPORTUNITIES
2. SUPERVISE UPDATING OF AVAILABLE CONTRACT MARKET RESEARCH STUDIES REGARDING END USERS, PARTICULARLY IN COMPUTER-AIDED DESIGN FIELD.

DECEMBER 31

1. SUBMIT 5 TRADE OPPORTUNITIES
2. SUBMIT 1 LICENSING OPPORTUNITY
3. RECRUIT 2 BETWEEN SHOW PROMOTIONS AT LONDON TRADE CENTER.

MARCH 31

1. SUBMIT 10 TRADE OPPORTUNITIES
2. SUBMIT 1 LICENSING OPPORTUNITY
3. THROUGH USIS PUBLISH 1 INFORMATIONAL RELEASE ON COMPUTER AIDED DESIGN EQUIPMENT AND TECHNIQUES.
4. CANVASS C.A.D. CENTERS AND PERSONNEL REGARDING FORTHCOMING LTC EXHIBITION.

JUNE 30:

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1. MOUNT MAJOR COMPUTER AIDED DESIGN EXHIBITION AT LTC IN APRIL 1977.
2. SUBMIT 15 TRADE OPPORTUNITIES
3. SUBMIT 2 LICENSING OPPORTUNITIES
4. CONDUCT MAIL CAMPAIGN TO CONTACT KEY BUYERS AND AGENTS REGISTERED AT EXHIBITION TO CONSOLIDATE SALES PROSPECTS.

MISSION RESOURCES REQUIRED:

PERSONNEL	MAN DAYS
E/C	USIS
FSO/R/GS	15
FSL PROFESSIONAL	50
	5

FSL CLERICAL 10 2

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FINANCIAL	DOLLARS
TRAVEL	300
REPRESENTATION	150
PRINTING AND MAILING	
CONTRACT SERVICES	

CAMPAIGN WORKSHEET: LABORATORY INSTRUMENTATION
CAMPAIGN MANAGER: HENRY E. MATTOX
CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE
FIVE TARGET INDUSTRIES TO BE PROMOTED IN FY 1977 AND
PRESENTS A PICTURE OF CONTINUED GROWTH IN THE U.K.
MARKET. TOTAL SALES OF ANALYTICAL AND LABORATORY
INSTRUMENTATION IN BRITAIN SHOULD REACH SOME 237 MILLION
DOLLARS (IN CONSTANT 1971 DOLLARS) BY 1977.

LONG RANGE GOAL: U.K. POLICY DECISIONS INDICATE THAT
RESEARCH WILL RECEIVE A HIGH PRIORITY IN COMING YEARS.
THIS CAMPAIGN WILL SERVE TO PROTECT THE POSITION OF U.S.
EXPORTERS, WHO SUPPLY ABOUT ONE-THIRD OF THE U.K.
INSTRUMENTATION MARKET, AND TO INTRODUCE THE LATEST
TECHNOLOGICAL ADVANCES TO BRITISH BUYERS.
EXPECTED MEASURABLE ACCOMPLISHMENTS:
50 TRADE OPPORTUNITIES
10 AGENCY AGREEMENTS SIGNED

20 NEW U.S. FIRMS INTRODUCED TO U.K. MARKET
10 ARTICLES PUBLISHED IN LOCAL JOURNALS
4 BETWEEN SHOW PROMOTIONS
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1 MAJOR USTC SHOW

ACTIONS TO BE COMPLETED BY:

SEPTEMBER 30:

1. THROUGH USIS ISSUE 2 PRODUCT PRESS RELEASES
2. DEVELOP 10 TRADE OPPORTUNITIES
3. SOLICIT 1 BETWEEN SHOW PROMOTION FOR LONDON TRADE CENTER.

DECEMBER 31:

1. MOUNT MAJOR BIOLOGICAL/HOSPITAL TEST AND CONTROL EXHIBITION AT LTC IN NOVEMBER 1976.
2. DEVELOP 15 TRADE OPPORTUNITIES
3. COORDINATE DEVELOPMENT OF 5 NEW AGENCY AGREEMENTS
4. THROUGH USIS ISSUE 5 NEW PRODUCT RELEASES.

MARCH 31

1. SOLICIT 2 BETWEEN SHOW PROMOTIONS AT LTC.
2. THROUGH USIS PUBLISH 3 NEW PRODUCT RELEASES.
3. DEVELOP 15 TRADE OPPORTUNITIES
4. CONDUCT MAIL CAMPAIGN TO CONTACT ALL KEY BUYERS REGISTERED AT EXHIBITION TO CONSOLIDATE SALES AND AGENCY PROSPECTS.

JUNE 30:

1. SOLICIT 1 BETWEEN SHOW PROMOTION AT LTC
2. DEVELOP 10 TRADE OPPORTUNITIES
3. COORDINATE DEVELOPMENT OF 5 ADDITIONAL AGENCY ARRANGEMENTS.

MISSION RESOURCES REQUIRED:

PERSONNEL MAN DAYS

E/C	USIS		
FSO/R/GS	15	5	
FSL PROFESSIONAL		20	-
FSL CLERICAL	20	5	

FINANCIAL DOLLARS

TRAVEL 250

/ /

REPRESENTATION 150

PRINTING AND MAILING

CONTRACT SERVICES

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CAMPAIGN WORKSHEET: ELECTRO-OPTICAL SYSTEMS

CAMPAIGN MANAGER: HENRY E. MATTOX

CAMPAIGN STATEMENT: A CAMPAIGN IN THIS FIELD IS INDICATED, AS IS ONE IN LABORATORY INSTRUMENTATION, BY THE ATTENTION ACCORDED IN THE U.K. TO RESEARCH AND DEVELOPMENT, AS WELL AS BY THE GROWING INDUSTRIAL APPLICATIONS OF THIS TECHNOLOGY.

LONG RANGE GOALS: MARKET PROSPECTS HAVE SHOWN CONSIDERABLE POTENTIAL IN RECENT YEARS, WITH SOME ESTIMATES OF ANNUAL GROWTH RUNNING AS HIGH AS 20 PER CENT. U.S. FIRMS ARE WELL REPRESENTED IN THE FIELD, BUT AN EFFORT TO PROMOTE THOSE PRODUCTS IN WHICH U.S. TECHNOLOGY HAS A LEAD WILL BE REQUIRED TO INCREASE THE U.S. EXPORT MARKET SHARE.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

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20 NEW U.S. FIRMS INTRODUCED TO MARKET

15 TRADE OPPORTUNITIES

2 PRODUCT PRESS RELEASES

1 BETWEEN SHOW PROMOTION

10 AGENCY AGREEMENTS

1,000 U.K. BUSINESSMEN AND OFFICIALS EXPOSED TO NEW

U.S. PRODUCTS.
2 LICENSING OPPORTUNITIES
1 MAJOR USTC SHOW

ACTIONS TO BE COMPLETED BY:

SEPTEMBER 30:

1. SUPERVISE AND EVALUATE CONTRACT MARKET RESEARCH UPDATING END USERS AND POTENTIAL MARKET.
2. CANVASS BY MAIL LEADS DEVELOPED FROM RESEARCH WITH REGARD TO TRADE AND LICENSING OPPORTUNITIES

DECEMBER 31

1. SUBMIT 3 TRADE OPPORTUNITIES
2. THROUGH USIS PUBLISH 1 INFORMATIONAL RELEASE IN TRADE JOURNALS.

MARCH 31

1. SUBMIT 4 TRADE OPPORTUNITIES
2. SUBMIT 1 LICENSING OPPORTUNITY

JUNE 30:

1. MOUNT MAJOR LASER TECHNOLOGY EXHIBITION AT LTC IN MAY 1977.
2. THROUGH USIS PUBLISH 1 INFORMATIONAL RELEASE IN UNCLASSIFIED

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TRADE JOURNALS

3. SUBMIT 8 TRADE OPPORTUNITIES
4. SUBMIT 1 LICENSING OPPORTUNITY
5. COORDINATE DEVELOPMENT OF 10 AGENCY ARRANGEMENTS.

MISSION RESOURCES REQUIRED:

PERSONNEL	E/C	MAN DAYS	USIS
FSO/R/GS	10		
FSL PROFESSIONAL		15	2
FSL CLERICAL	5	1	

FINANCIAL DOLLARS

TRAVEL	250
REPRESENTATION	150
PRINTING AND MAILING	
CONTRACT SERVICES	

CAMPAIGN WORKSHEET: ADVANCED ELECTRONIC COMPONENTS
CAMPAIGN MANAGER: HENRY E. MATTOX
CAMPAIGN STATEMENT: THIS CAMPAIGN CONTINUES TWO PREVIOUS YEARS' ORGANIZED EFFORTS TO FURTHER U.S. EXPORTS IN A GENERALLY BOUYANT MARKET, WITH SPECIAL ATTENTION DEVOTED TO EXPOSURE OF U.K. USERS TO THE LATEST ZCHNOLOGY AVAIL-
ABLE FROM U.S. SUPPLIERS.

LONG RANGE GOALS: THE U.S. IS A HIGHLY IMPORTANT EXPORTER OF ELECTRONIC COMPONENTS TO BRITAIN AND IS EXPECTED TO

REMAIN SO OVER THE NEXT FEW YEARS AS DEMAND IN CERTAIN
PRODUCT LINES, E.G., MICROCIRCUITS AND CAPACITORS,
EXCEEDS DOMESTIC PRODUCTION. THE AIM OF THIS CAMPAIGN
IS TO PRESERVE THE U.S. EXPORT MARKET SHARE.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

50 TRADE OPPORTUNITIES
10 AGENCY AGREEMENTS
2 INFORMATIONAL ARTICLES IN THE TRADE PRESS
3 BETWEEN SHOW PROMOTIONS
20 NEW U.S. FIRMS INTRODUCED TO MARKET
1 MAJOR USTC SHOW

ACTIONS TO BE COMPLETED BY:

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SEPTEMBER 30:

1. SUBMIT 15 TRADE OPPORTUNITIES
2. RECRUIT 1 BETWEEN SHOW PROMOTION AT LONDON TRADE CENTER
3. CANVASS BY MAIL UNIVERSE OF COMPONENTS DISTRIBUTORS TO DEVELOP FUTURE TRADE AND AGENCY LEADS.

DECEMBER 31:

1. THROUGH USIS PUBLISH 1 INFORMATIONAL ARTICLE IN TRADE PRESS
2. SUBMIT 10 TRADE OPPORTUNITIES
3. RECRUIT 1 BETWEEN SHOW PROMOTION AT LTC

MARCH 31

1. MOUNT MAJOR MICROWAVE TECHNOLOGY EXHIBITION AT LTC IN FEBRUARY 1977.
2. SUBMIT 15 TRADE OPPORTUNITIES
3. COORDINATE DEVELOPMENT OF 10 AGENCY ARRANGEMENTS

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4. DEVELOP 2 LICENSING OPPORTUNITIES

JUNE 30

1. SUBMIT 10 TRADE OPPORTUNITIES

2. COORDINATE DEVELOPMENT OF ADDITIONAL 2 AGENCY
ARRANGEMENTS.

3. CONDUCT MAIL CAMPAIGN TO CONTACT KEY BUYERS AND
WOULD-BE AGENTS REGISTERED AT EXHIBITION TO CONSOLIDATE
SALES PROSPECTS.

4. THROUGH USIS PUBLISH 1 PRODUCT ARTICLE IN TRADE
PRESS

5. RECRUIT 1 BETWEEN SHOW PROMOTION AT LTC

MISSION RESOURCES REQUIRED:

PERSONNEL		MAN DAYS
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E/C	USIS	
FSO/R/GS	25	2
FSL PROFESSIONAL	30	
FSL CLERICAL	10	2

FINANCIAL		DOLLARS
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TRAVEL	150	
REPRESENTATIONAL		300

PRINTING AND MAILING

CONTRACT SERVICES

UNCLASSIFIED

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CAMPAIGN WORKSHEET: AEROSPACE/AVIATION

CAMPAIGN MANAGER: HENRY E. MATTOX

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY COMBINES A

FY 1975 TARGET INDUSTRY AND A FY 1976 POST CAMPAIGN.

THE CHIEF PROMOTIONAL VEHICLE IN FY 1977, AS IN FY 1975,

WILL BE PARTICIPATION IN A USDOC TYPE II EXHIBITION

AT FARNBOROUGH INTERNATIONAL IN SEPTEMBER. THE CAMPAIGN

THIS YEAR WILL CONTINUE THE MOMENTUM DEVELOPED DURING

THE PREVIOUS TWO YEARS.

LONG RANGE GOALS: THE U.K. IS THE WORLD'S THIRD LEADING BUYER OF U.S. EQUIPMENT AND GENERALLY IMPORTS ABOUT ONE-HALF OF ITS AEROSPACE AND RELATED REQUIREMENTS FROM THE U.S. THE INTERLINKED NATURE OF THE EUROPEAN AEROSPACE MARKET PROVIDES BOTH OPPORTUNITIES FOR INCREMENTAL SALES THROUGH BRITAIN AND CHALLENGES TO PRESERVE THE POSITION OF U.S. EXPORTERS. THE CAMPAIGN WILL CONCENTRATE ON THE IMPROVEMENT OF THAT POSITION, ESPECIALLY IN THE AREAS OF AVIONICS, SPECIALIZED GROUND SUPPORT AND FLIGHT CONTROL EQUIPMENT, AND LIGHT AVIATION.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

20 NEW FIRMS INTRODUCED TO U.K. AND EUROPEAN MARKET
5 AGENCY AGREEMENTS SIGNED
25 TRADE OPPORTUNITIES
3 LICENSING OPPORTUNITIES
1,000 U.K. BUSINESSMEN EXPOSED TO NEW U.S. PRODUCTS
1 SPECIAL FOLLOW-UP REPORT ON U.S. FARNBOROUGH EXHIBIT
1 TRADE MISSION MOUNTED

ACTIONS TO BE COMPLETED BY:

SEPTEMBER 30:

1. COORDINATE AND MOUNT USDOC TYPE II EXHIBITION AT FARNBOROUGH INTERNATIONAL '76. (THIS WILL REQUIRE EXTRA ASSISTANCE EITHER USDOC SUPPLIED AND/OR LOCALLY HIRED).
2. DEVELOP AND REPORT 5 TRADE OPPORTUNITIES
3. THROUGH USIS COORDINATE PUBLICITY ON U.S. PARTICIPATION IN FARNBOROUGH.
4. DEVELOP 1 LICENSING OPPORTUNITY.

DECEMBER 31:

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1. CONDUCT MAIL CAMPAIGN TO CONTACT ALL KEY BUYERS REGISTERED AT FARNBOROUGH TO CONSOLIDATE SALES PROSPECTS AND TO IDENTIFY PRODUCT CATEGORIES FOR CONTINUED PROMOTION.

2. DEVELOP 10 TRADE OPPORTUNITIES
3. MOUNT 2 BETWEEN SHOW PROMOTIONS AT LONDON TRADE CENTER.
4. FOLLOW UP ON 5 AGENCY ARRANGEMENTS
5. PREPARE FURTHER REPORT ON U.S. FARNBOROUGH PRESENCE
6. DEVELOP 2 LICENSING OPPORTUNITIES

MARCH 31:

1. MOUNT 1 BETWEEN SHOW PROMOTION AT LTC
2. DEVELOP 5 TRADE OPPORTUNITIES
3. MOUNT 1 U.S. TRADE MISSION

JUNE 30:

1. DEVELOP 5 TRADE OPPORTUNITIES
2. MOUNT 1 BETWEEN SHOW PROMOTION AT LTC

MISSION RESOURCES REQUIRED:

PERSONNEL MAN DAYS

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 INR-07 /027 W
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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 8335

INFO USDOC WASHDC

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E/C	E/TRC	USIS		
FSO/R/GS	20	40	25	
FSL PROFESSIONAL		30		25
FSL CLERICAL		30		15

FINANCIAL DOLLARS

TRAVEL 250

REPRESENTATION 150

PRINTING AND MAILING

CONTRACT SERVICES

CAMPAIGN WORKSHEET: NEW AUTOMATED AND LABOR-SAVING

AGRICULTURAL EQUIPMENT, TECHNOLOGY AND ACCESSORIES

CAMPAIGN MANAGER: JOHN R. SAVAGE

CAMPAIGN STATEMENT: THIS WOULD BE THE SECOND YEAR OF
THE PROJECT STARTED IN FY 1976 AND WOULD CONTINUE THE
PROMOTIONAL IMPETUS BEGUN THAT YEAR WITH THE INTENTION
OF THIRD YEAR DEVELOPMENT INTO FY 1978. A MAJOR PRO-
MOTIONAL VEHICLE WILL BE THE MOUNTING OF A JEEP IN
MARCH, 1977.

LONG RANGE GOAL: THE MAJOR U.S. TRACTOR COMPANIES ARE
MANUFACTURING EITHER HERE OR ON THE CONTINENT. THERE-

FORE, THE MAIN OBJECTIVE WOULD BE TO INCREASE THE IMPORTATION INTO THE U.K. OF SPECIALIZED AGRICULTURAL EQUIPMENT. THE U.S. FOR EXAMPLE HAS CONSISTENTLY HELD SIXTH PLACE IN THE "SMALL AGRICULTURAL EQUIPMENT FIELD" IN THE YEARS 1971-1973 (LATEST STATISTICS AVAILABLE).

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EXPECTED ACCOMPLISHMENTS:

20 NEW U.S. FIRMS INTRODUCED TO THE U.K. MARKET
25 TRADE OPPORTUNITIES DEVELOPED, OF WHICH POSSIBLY UP TO 10 WILL RESULT IN LICENSING AGREEMENTS
10 AGENCY AGREEMENTS INITIATED
RECRUIT 15 BSPS
PROMOTE ATTENDANCE AT ONE GROUP TRAVEL DESIGNATED SHOW IN THE U.S.
MOUNT A JEEP

ACTIONS TO BE COMPLETED BY:

BY SEPTEMBER 30, 1976

1. ATTENDANCE AT ROYAL AGRICULTURAL SHOW, KENILWORTH, JULY 5-8, 1976
2. DEVELOPMENT OF LIST OF POTENTIAL DISTRIBUTORS DERIVED FROM CATALOG SHOW AND JEEP HELD IN FY 1976
3. ATTENDANCE AT ROYAL DAIRY SHOW, KENILWORTH, EITHER SEPTEMBER 29-30, 1976 OR OCTOBER 12-13, 1976 (PROVISIONAL DATE)

BY DECEMBER 31 1976

1. FIELD TRIP TO AGRICULTURAL DISTRIBUTORS IN ONE PROVINCIAL AREA.
2. EXPLOITATION PLAN FOR U.S. SHOWS PICKED BY USDOC FOR FY 1977 SUPPORT

BY MARCH 31, 1977

1. DEVELOP 12 TOS/LICENSING OPPS
2. MOUNT JEEP AT USTC IN MARCH

BY JUNE 30, 1977

1. FIELD TRIP TO AGRICULTURAL DISTRIBUTORS IN ANOTHER KEY PROVINCIAL AREA
2. DEVELOP 12 TOS/LOS PARTLY AS A RESULT OF FIELD TRIP FOLLOW-UP
3. ATTEND SOUTH OF ENGLAND AGRICULTURAL SOCIETY SHOW, ARDINGLEY, SUSSEX, JUNE 1977

ON-GOING ACTIONS THROUGHOUT FY 77

1. RECRUIT 15 BSPS FOR LTC (ACTION BOTH USTC AND E/C)

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 8336

INFO USDOC WASHDC

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MISSION RESOURCES REQUIRED:

	MAN DAYS	
PERSONNEL	E/C	USIS
FSO/R/GS	35	-
FSL PROFESSIONAL	65	-
FSL CLERICAL	75	-

FINANCIAL DOLLARS

TRAVEL	600
REPRESENTATION	200

PRINTING & MAILING

CONTRACT SERVICES

CAMPAIGN WORKSHEET: ENERGY SAVING EQUIPMENT, MATERIALS
AND SYSTEMS

CAMPAIGN MANAGER: JOHN R. SAVAGE

CAMPAIGN STATEMENT: THIS CAMPAIGN COMES UNDER THE
TARGET INDUSTRY HEADING "ENERGY SYSTEMS" SELECTED BY
THE DEPARTMENT OF COMMERCE. THE INITIAL STEP WILL BE
A REQUEST IN FY 76 FOR MARKET RESEARCH TO ENABLE THE
MOST EFFECTIVE EXPLOITATION OF THE FIRST STAGE IN FY 77.
AN UPTURN IN THE CONSTRUCTION INDUSTRY IS EXPECTED

CIRCA FY 77 AND EMPHASIS ON ENERGY SAVING WILL BE AN ONGOING ISSUE IN THE UNITED KINGDOM FOR THE FORESEEABLE FUTURE.

LONG RANGE GOAL: DESPITE THE SERIOUS DOWNTURN IN CONSTRUCTION IN THE U.K.' THERE IS CURRENTLY A SHORTAGE OF UNCLASSIFIED

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INSULATING MATERIALS. WITH AN ADDITIONAL SHORTFALL IN RESEARCH AND DEVELOPMENT AND INSUFFICIENT INVESTMENT IN INDUSTRIAL EXPANSION, OUTSIDE SUPPLIERS WILL HAVE AN OPPORTUNITY TO SELL ENERGY SAVING SYSTEMS AND RELATED MATERIALS AND EQUIPMENT. THIS CAMPAIGN WILL CONCENTRATE, OVER A THREE YEAR PERIOD, ON MAKING U.S. EXPORTERS KNOWN THROUGHOUT THE INDUSTRY. RELATIONSHIPS, ONCE ESTABLISHED, SHOULD HOLD FOR A CONSIDERABLE PERIOD OF TIME.

EXPECTED MEASURABLE ACCOMPLISHMENTS

25 NEW FIRMS INTRODUCED TO THE U.K. MARKET THROUGH JEEP AND TOP PROGRAMS

6 BSP RECRUITED

10 AGENCY AGREEMENTS INITIATED

25 TRADE OPPORTUNITIES SUBMITTED

400 U.K. BUSINESSMEN PUT IN SERIOUS CONTACT WITH U.S.

PRODUCTS AND TECHNOLOGY

ATTENDANCE PROMOTED AT GROUP TRAVEL DESIGNATED SHOW IN U.S.

MOUNT A JEEP

ACTIONS TO BE COMPLETED BY:

BY SEPTEMBER 30:

1. ANALYZE RESULTS OF MARKET RESEARCH PREPARED IN FY 76
2. CALL ON TEN MAJOR U.K. CONSTRUCTION, MODERNIZATION AND MAINTENANCE COMPANIES IN PERSON WITH TOP AND OTHER DATA TO SELL THEM ON ESTABLISHING CONTACTS WITH U.S. FIRMS
3. SUBMIT FIVE TRADE OPPORTUNITIES
4. HAVE RELEASED THROUGH USIS AND PUBLISHED IN ITS OWN JOURNAL AS WELL AS EMBASSY'S COMMERCIAL NEWS RELEASE AN ARTICLE ON ENERGY SAVING EQUIPMENT, MATERIALS AND SYSTEMS
5. HOLD MAJOR RECEPTION FOR TRADE PRESS AND INDUSTRY LEADERS

BY DECEMBER 31:

1. DEVELOP FIVE TRADE OPPORTUNITIES
 2. ATTEND INTERBUILD
 3. HOLD MAJOR SEMINAR FOR KEY DECISION MAKERS EMPHASI-
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ZING MATERIALS AND TECHNIQUES IN ENERGY SAVING SYSTEMS

4. HOLD JEEP SHOW ON THIS SUBJECT AT USTC

BY MARCH 31:

1. DEVELOP TEN TRADE OPPORTUNITIES
2. DO ADVANCE PREPARATION FOR AND MAJOR FIELD TRIP
TO SELECTED REGION OF GREATEST DEVELOPMENT POTENTIAL

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BY JUNE 30:

1. FOLLOW-UP ON PREVIOUS LICENSING AND AGENCY APPROACHES AND JEEP CONTACTS TO CONCLUDE AS FINALLY AS POSSIBLE AGREEMENTS
2. DEVELOP FIVE TRADE OPPORTUNITIES
3. ATTEND SPECIBUILD EXPOSITION'77
4. ATTEND INTERNATIONAL CONTRACT FURNISHING AND INTERIOR DESIGN EXHIBITION

ON-GOING ACTIONS THROUGHOUT FY'77:

1. RECRUIT 6 BSP'S FOR LTC
2. ANALYSE TREND AND RESULTS OF CAMPAIGN FOR DIRECTION OF FY 78-79 CAMPAIGNS

3. SUBJECT TO LTC TIME AND OTHER RESOURCE ALLOCATIONS

FIVE ADDITIONAL BSP'S TO BE RECRUITED BY LTC

4. RECRUIT U.K. BUYERS AND REPRESENTATIVES FOR ATTENDANCE AT U.S. TRADE SHOWS, PARTICULARLY IF SHOWS SPONSORED BY USDOC

MISSION RESOURCES REQUIRED:

	MAN DAYS	
PERSONNEL	E/C	USIS
FSO/R/GS	45	2
FSL PROFESSIONAL	65	3
FSL CLERICAL	30	3

	DOLLARS
FINANCIAL TRAVEL	750

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REPRESENTATION 200

PRINTING AND MAILING

CONTRACT SERVICES

CAMPAIGN WORKSHEET: CONSUMER GOODS

CAMPAIGN MANAGER: JOHN R. SAVAGE

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY HAS BEEN A MAJOR CAMPAIGN IN THE UNITED KINGDOM'S CCP SINCE FY 1975 AREAS OF CONCENTRATION INCLUDE BOATS, CAMPING/LEISURE, DO-IT-YOURSELF, ETC. THESE SECTORS WILL BENEFIT FROM CONTINUED MAXIMUM PROMOTIONAL EFFORT. PROMOTION OF CONSUMER GOODS WILL BE AIMED AT BUILDING ON THE ACHIEVEMENTS OF PREVIOUS YEARS. JEEP PLANNED FOR U.S. TRADE CENTER IN FIRST QUARTER SHOULD PROVE AN EXCELLENT VEHICLE TO ESTABLISH U.S. MANUFACTURERS IN THE BRITISH DO-IT-YOURSELF SCENE.

LONG RANGE GOALS: MOST U.S. CONSUMER GOODS ARE NOW COMPETITIVE IN THE U.K. AND INTEREST IN U.S. PRODUCTS EXISTS AMONGST MANY BUYERS, PARTICULARLY IF THEY HAVE VISITED THE UNITED STATES. THERE IS STILL MUCH IGNORANCE HOWEVER, ON THE PART OF TOO MANY POTENTIAL IMPORTERS ABOUT WHAT THE U.S. HAS TO OFFER. IT IS OUR AIM TO INTRODUCE THESE POTENTIAL IMPORTERS AND THE BRITISH BUYING PUBLIC TO AS WIDE A RANGE AS POSSIBLE OF U.S.

CONSUMER GOODS. ONCE THE "BUY U.S. HABIT" HAS BEEN FORMED, THE SALE OF U.S. CONSUMER GOODS SHOULD HOLD UP WELL.

EXPECTED MEASURABLE ACCOMPLISHMENTS

1 MAJOR IN-STORE-PROMOTION

150 TRADE OPPORTUNITIES

15 LICENSING OPPORTUNITIES

PREPARE INDUSTRY OUTLOOK REPORT ON PHOTOGRAPHIC EQUIP-

MENT AND SUPPLIES (CERP 0575)
RECRUIT 15 BSPS
HOLD JEEP "DO-IT-YOURSELF" U.S. TRADE CENTER

ACTIONS
BY SEPTEMBER 30 1976
1. ORGANIZE 2 BSPS AT USTC
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2. HOLD DO-IT-YOURSELF JEEP AT U.S. TRADE CENTER
3. SUBMIT 35 TOS
4. SUBMIT 2 LOS
5. SUBMIT CERP 0575
6. GROUP TRAVEL LEAVES FOR NATIONAL HOUSEWARES EXHIBI-

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ACTION EUR-12

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-TION (EARLY JULY) AND NATIONAL HARDWARES EXHIBITION
(AUGUST)
7. ALERT PROSPECTIVE VISITORS TO NEW YORK BOAT SHOW
UNDER FOREIGN GROUP BUYER PROGRAM, COMMENCE MAILING,
NOTIFY USIS AND USTS OF PROJECT

BY DECEMBER 30, 1976

1. CONTINUE RECRUITMENT OF FOREIGN BUYERS TO NEW YORK BOAT SHOW (THIRD QUARTER)
2. ORGANIZE 3 BSPS USTC
3. SUBMIT 40 TOS
4. SUBMIT 5 LOS

BY MARCH 31, 1977

1. POSSIBLE IN-STORE-PROMOTION
2. DEPARTURE OF FOREIGN GROUP BUYERS TO NEW YORK BOAT SHOW
3. SUBMIT 40 TOS
4. SUBMIT 5 LOS
5. ORGANIZE 5 BSPS USTC
6. RECRUITMENT OF IN-STORE-PROMOTION FOR FY 1978

BY JUNE 30, 1977

1. SUBMIT 35 TOS
 2. SUBMIT 3 LOS
 3. SIGN UP IN-STORE-PROMOTION FY 1978
 4. PREPARE PLAN FOR U.S. FOREIGN GROUP BUYER PROGRAM FOR FY 1978 FROM USDOC SELECTED EXHIBITIONS
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5. ORGANIZE 5 BSPS
CAMPAIGN WORKSHEET: MARINE EQUIPMENT
CAMPAIGN MANAGER: DOUGLAS G. HARTLEY
CAMPAIGN STATEMENT:
THIS CONSTITUTES A NEW CAMPAIGN THE THEME OF WHICH IS CLOSELY LINKED WITH INDUSTRIAL ACTIVITY IN THE NORTH SEA. AS COMMUNICATIONS AND TRANSPORTATION REQUIREMENTS GROW WE SEE GOOD PROSPECTS FOR U.S. SALES OF SHIPBOARD MARINE EQUIPMENT FOR SUPPLY VESSELS, CABLE LAYING SHIPS AND PIPELINE MAINTENANCE BOATS. THE INDEFINITE POSTPONEMENT OF THE CHANNEL TUNNEL PROSPECT WILL SEE A FURTHER EMPHASIS IN MARINE INVESTMENT IN PASSENGER AND CARGO CARRYING CROSS CHANNEL VESSELS.

LONG RANGE GOAL:

TO ENSURE THAT THE /U.S. SHARE OF THE BRITISH SHIPBUILDING MARKET STANDS UP FAVORABLY TO COMPETITION FROM TRADITIONAL LOCAL SUPPLIERS.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

20 TRADE OPPORTUNITIES
3 BSPS
20 U.S. FIRMS INTRODUCED TO MARKET
4 JOINT VENTURES OR LICENSING AGREEMENTS
PROMOTE ATTENDANCE AT ONE BIC DESIGNATED SHOW IN THE U.S.
10 AGENCY AGREEMENTS. 1 TRADE CENTER SHOW.

ACTIONS TO BE COMPLETED BY:

SEPTEMBER 30:

1. SUBMIT 5 TOS
2. RECRUIT 1 BSP FOR LONDON TRADE CENTER
3. MAKE CONTACT WITH PROSPECTIVE END USERS AND AGENTS FOR FORTHCOMING LTC PRESENTATION
4. SUBMIT 1 LO OR J/V

DECEMBER 31:

5. SUBMIT 5 TOS
6. RECRUIT 1 BSP FOR LTC
7. SUBMIT 1 LO OR J/V

MARCH 31:

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8. SUBMIT 5 TOS
9. RECRUIT 1 BSP FOR LTC

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10. SUBMIT 1 LO OR J/V
11. 30 BLUE RIBBON CALLS FOR LTC PRESENTATION
12. VISIT OCEANOGRAPHICAL EXHIBITION PROBABLY DUE TO BE HELD DURING THIS PERIOD TO SOLICIT FURTHER INTEREST IN

CAMPAIGN.

JUNE 30:

13. SUBMIT 5 TOS
14. HOST RECEPTION FOR PARTICIPANTS AND POTENTIAL AGENTS FOR LTC PRESENTATION, INCLUDING USIS PRESS RELEASE.
15. MOUNT CLASS 1 TC SHOW JUNE 1977. MONITOR PARTICIPANTS BRIEFINGS, CONFERENCES AND SHOW PRESENTATION.
16. ATTEND ANY OTHER RELEVANT TRADE EXHIBITS WHICH MAY BE MOUNTED DURING THIS PERIOD.
17. SUBMIT ONE LO OR J/V.

MISSION RESOURCES REQUIRED:

	MAN-DAYS	
PERSONNEL:	E/C	USIS
FSO/R/GS	25	3
FSL PROFESSIONAL		35
	E/C	USIS
FSL CLERICAL		8

FINANCIAL:

	DOLLARS
TRAVEL	300
UNCLASSIFIED	

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REPRESENTATION	250
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CAMPAIGN WORKSHEET: PROCESS CONTROL EQUIPMENT - PETROLEUM RELATED (SECOND YEAR OF PROJECTED THREE)
CAMPAIGN MANAGER: DOUGLAS G. HARTLEY
CAMPAIGN STATEMENT:
THIS IS THE SECOND YEAR OF A THREE YEAR CAMPAIGN DESIGNED TO GET /U.S. SUPPLIERS IN ON THE GROUND FLOOR OF MASSIVE ON-SHORE PETROCHEMICAL AND REFINING PROJECTS RESULTING FROM THE ACTUAL FLOW OF OIL FROM THE NORTH SEA.

LONG RANGE GOAL:

TO ENSURE A NEW OUTLET FOR //S. TECHNOLOGY AND PRODUCTION FOR THE PETROCHEMICAL AND REFINING SECTORS, WHERE THE /U.S. HAS TRADITIONALLY SHOWN GREAT STRENGTH.

EXPECTED MEAS//URABLE ACCOMPLISHMENT:

12 TRADE OPPORTUNITIES
6 LICENSING AGREEMENTS OR JOINT VENTURES
3 BSPS
1 LONDON TRADE CENTER SHOW
PROMOTE ATTENDANCE AT ONE BIC DESIGNATED SHOW IN THE U.S.
20 NEW /U.S. FIRMS INTRODUCED TO MARKET
10 AGENCY AGREEMENTS

ACTIONS:

BY SEPTEMBER 30:

1. FOLLOW UP ON CONTACTS MADE BY FY 76 TRADE MISSION
2. SUBMIT 3 TOS
3. DEVELOP L BSP
4. DEVELOP LIST FOR MAIL OUT CAMPAIGN IN SUPPORT OF TC PRESENTATION
5. INITIATE CAMPAIGN TO CALL ON LEADING U.K. POTENTIAL END USERS WITH AIM OF DEVELOPING CONTACTS AT PURCHASING DECISION LEVEL.

BY DECEMBER 31:

6. 20 BLUE RIBBON CALLS IN SUPPORT OF TRADE CENTER SHOW.
 7. ATTEND OFFSHORE INTERNATIONAL BIRMINGHAM, OR OTHER RELEVANT //K.-LOCATED EXHIBIT.
 8. SUBMIT 2 JVS OR LOS
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9. DEVELOP 1 BSP
10. SUBMIT 3 TOS
11. COORDINATE WITH /USIS INFORMATIONAL PRESS RELEASE ON LTC PRESENTATION

BY MARCH 31:

12. SUBMIT 3 TOS
13. LOCATE 2 JVS OR LOS
14. 15 BLUE RIBBON CALLS IN SUPPORT OF TC SHOW
15. HOST RECEPTION FOR POTENTIAL AND ACTUAL SUPPLIERS FOR PURPOSE OF PROMOTING LTC EXHIBIT.
16. BE PRESENT AT MARCH PROCESS CONTROL EXHIBIT AT LTC. PARTICIPATE IN EXHIBITORS BRIEFINGS, CONFERENCES AND DURING ENTIRE PRESENTATIONS.
17. ATTEND SEMINARS AND/OR U.K. PROCESS CONTROL OR REL-

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ATED EXHIBITS TO EXTENT OF TIME AND FUNDING PERMITS.

BY JUNE 30:

18. DEVELOP 3 TOS

19. BALANCE OF TIME SPENT FOLLOWING UP WITH CONTACTS MADE
DURING LTC PRESENTATION.

20. ATTENDANCE AT RELATED U.K. TRADE FAIRS AND/OR
SEMINARS AS TIME AND FUNDING PERMIT.

21. DEVELOP 2 LOS OR JVS.

MISSION RESOURCES REQUIRED:

PERSONNEL	MAN-DAYS		
	E/GEP	E/C	USIS
FSO/R/GS	37	25	3
FSL PROFESSIONAL			35
FSL CLERICAL		10	

FINANCIAL:

	DOLLARS	
TRAVEL	500	
REPRESENTATIONAL		400

DOLLARS ASTERISK

PRINTING AND MAILING

ASTERIX FIGURES TAKE INTO ACCOUNT ANNUAL RATE OF INFLATIONARY
20-25 PERCENT.

CAMPAIGN WORKSHEET: OFFSHORE OIL & GAS EXPLORATION,
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DRILLING PRODUCTION, COMMUNICATIONS AND RELATED EQUIP-
MENT

CAMPAIGN MANAGER: DOUGLAS G. HARTLEY

CAMPAIGN STATEMENT:

THIS EMBASSY'S HIGH PRIORITY CAMPAIGN TO PROMOTE FURTHER
/U.S. EQUIPMENT SALES IN THE U.K.'S MOST DYNAMIC GROWTH
SECTOR, AGAIN FOCUSES ON /U.S. TECHNOLOGY AND KNOW-HOW IN
ALL OHASES OF OFFSHORE ACTIVITY.

LONG RANGE GOAL:

THE //S. IS THE LEADING SUPPLIER OF OFFSHORE EQUIPMENT TO THE U.K. OUR GOAL IS TO ENSURE THAT IT REMAINS SO IN THE FACE OF INCREASING COMPETITION FROM OTHER EEC COUNTRIES, AND TO A LESSER, BUT GROWING EXTENT, FROM U.K. MANUFACTURERS THEMSELVES.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

30 TRADE OPPORTUNITIES
3 BETWEEN SHOW PROMOTIONS
50 NEW /U.S. FIRMS INTRODUCED TO MARKET
10 AGENCY AGREEMENTS
12 JOINT VENTURES OR LICENSING AGREEMENTS
PARTICIPATION IN OFFSHORE EXHIBITION IN BIRMINGHAM, DECEMBER (OFFSITE SHOW UNDER USTC DIRECTION BUT WILL REQUIRE EXHIBITS MANAGER AND MARKET PROMOTION OFFICER FROM //USDOC.)
ATTEND ONE PRIVATELY SPONSORED SEMINAR
PROMOTE ATTENDANCE AT ONE BIC DESIGNATED U.S. SHOW.

ACTIONS:

BY SEPTEMBER 30:

1. MOUNT AT LEAST ONE BETWEEN SHOW PROMOTION
2. IDENTIFY 8 TOS
3. LOCATE 3 LOS AND/OR JVS
4. MAINTAIN AND STRENGTHEN CONNECTIONS WITH LEADING U.S. SUPPLIERS OF AMERICAN EQUIPMENT

BY DECEMBER 31:

5. 25 BLUE RIBBON CALLS IN SUPPORT OF EXHIBIT
6. PARTICIPATE IN ALL PRESS CONFERENCES
7. TO EXTENT FINANCIALLY POSSIBLE PARTICIPATE IN MAJOR SEMINARS ON SUBJECT.

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8. COMPLETE MAIL OUT LIST TO SELECTED POTENTIAL END USERS
9. IDENTIFY 8 TOS
10. LOCATE 3 LOS AND/OR JVS
11. BE PRESENT AT EXHIBIT SITE ORDER LOCATE ADDITIONAL TOS, LOS, ETC
12. DEVELOP 1 BSP AT TC

BY MARCH 31:

13. IDENTIFY 8 TOS
14. LOCATE 3 LOS AND/OR JVS
15. DEVELOP 1 BSP AT TC.

BY JUNE 30:

16. IDENTIFY 6 TOS
17. LOCATE 3 LOS AND/OR JVS
18. ATTEND SEMINARS AND/OR U.K. OFFSHORE EXHIBITS TO

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EXTENT TIME AND FUNDING PERMIT.

19. DEVELOP ONE BSP AT TC.

MISSION RESOURCES REQUIRED:

PERSONNEL: MAN-DAYS

	E/GEP	E/C	USIS
FSO/R/GS	37	35	3
FSL PROFESSIONAL			55
FSL CLERICAL		12	

FINANCIAL:

DOLLARS ASTERIX

TRAVEL 500

REPRESENTATIONAL 400

PRINTING AND MAILING

ASTERIX PAUCITY OF INFORMATION RE SCHEDULING OF LEADING U.K.

AND /U.S. TRADE FAIRS EXHIBIT IN SUBJECT SECTOR LIMITS

DETAILED ACTIVITY BREAKDOWN.

CAMPAIGN WORKSHEET: FOOD PACKAGING & PROCESSING EQUIPMENT

CAMPAIGN MANAGER: DOUGLAS G. HARTLEY

CAMPAIGN STATEMENT:

CAMPAIGN IS DESIGNED AS FOLLOW-THROUGH ON A 1974 PRE-PARED MARKET SURVEY WHICH INDICATED PROMISE FOR HIGHLY

AUTOMATED U.S. MACHINERY, WITH A SPECIAL FOCUS ON FOOD
PACKAGING EQUIPMENT.
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LONG RANGE GOAL:

THE CAMPAIGN WILL PROMOTE EXPOSURE OF U.S. PRODUCTS IN
ORDER TO INCREASE BRITISH FAMILIARITY WITH U.S. KNOW-HOW
AND UP TO DATE TECHNOLOGY, AND HENCE TO STRENGTHEN THE
U.S. SUPPLIER POSITION ON THE U.K. MARKET.

EXPECTED MEASURABLE ACCOMPLISHMENTS:

30 TRADE OPPORTUNITIES
4 BETWEEN SHOW PROMOTIONS
20 NEW U.S. FIRMS INTRODUCED TO MARKET
10 AGENCY AGREEMENTS
6 JOINT VENTURES OR LICENSING AGREEMENTS
STAGE CLASS ONE LTC SHOW, OCTOBER 1976

ACTIONS:

BY SEPTEMBER 30:

1. SUBMIT 8 TOS
2. SOLICIT 1 BSP
3. ONE AGENCY AGREEMENT

BY DECEMBER 31:

4. 30 BLUE RIBBON CALLS IN SUPPORT OF TRADE SHOW
5. SUBMIT 8 TOS
6. SOLICIT 1 BSP
7. SOLICIT 2 JVS OR LOS
8. COORDINATE PUBLICITY CAMPAIGN WITH USIS IN SUPPORT
OF TRADE CENTER PRESENTATION SCHEDULED IN OCTOBER,
INCLUDING PRE-SHOW PRESS CONFERENCE, AND PROMOTIONAL
RECEPTION AT EMBASSY.

BY MARCH 31:

9. ATTEND INTERNATIONAL BREWING, BOTTLING AND ALLIED
TRADES EXHIBITION AT EARLS COURT TO SOLICIT FURTHER TOS.
10. SOLICIT 1 BSP
11. SUBMIT 7 TOS
12. ATTEND BIRMINGHAM EXHIBIT OF PACKAGING MACHINERY AND

MATERIALS, MARCH 14-18 (PACKEX)

13. SOLICIT 3 JVS OR LOS

BY JUNE 30:

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14. SOLICIT 1 BSP
15. SUBMIT 7 TOS
16. SOLICIT 1 JV OR LO

MISSION RESO/URCES REQUIRED:

PERSONNEL	MAN-DAYS	
	E/C	USIS
FSO/R/GS	20	2
FSL PROFESSIONAL		25
FSL CLERICAL		8

FINANCIAL

	DOLLARS ASTERIX	
TRAVEL	300	
REPRESENTATIONAL		250

ASTERIX INCLUDES BUILT-IN INFLATIONARY FACTOR OF 25 PERCENT
PER ANNUM

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PHASE ONE CAMPAIGN
WATER PURIFICATION AND POLLUTION CONTROL
CAMPAIGN MANAGER: DOUGLAS G. HARTLEY
CAMPAIGN STATEMENT:
AVAILABLE MARKET RESEARCH (DATED 1974) INDICATES A
STRONG POSSIBILITY OF A SUBSTANTIAL UPSWING IN DEMAND
AFTER 1976, IN WHICH CASE THE U.S. SHOULD BE ABLE TO

MAKE INROADS, DESPITE A RATHER UNFAVORABLE TARIFF
SITUATION VIS A VIS EEC SUPPLIERS.

OUTLINE FOR THIS "PRE" CAMPAIGN IS:

1. DEVELOPMENT OF TOS
2. ATTENDANCE AT ALL RELEVANT TRADE FAIRS
3. COMMISSIONING OF UP-DATE OF EXISTING MARKET RESEARCH
4. EVALUATION OF UP-DATE RESEARCH, AND ASSESSMENT OF
PROS AND CONS OF MOUNTING A FULL CAMPAIGN.

5. DEVELOPMENT OF 4 BSPTS

IF PROGNOSIS IS FAVORABLE:

6. DEVELOPMENT OF POTENTIAL AGENT AND DISTRIBUTOR LIST
7. SUBMIT REPORT EVALUATING TRADE PROMOTION VEHICLES
AVAILABLE TO US IN FY 1978 AND 1979.
8. SUBMISSION OF PTR ON ONE SUB-CATEGORY FOR POSSIBLE
EXPLOITATION AT JEEP IN FOLLOWING FISCAL YEAR.

MISSION RESO/URCES REQ/QUIRED:

PERSONNEL MAN-DAYS

E/C

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FSO/R/GS	5
FSL PROFESSIONAL	15
FSL CLERICAL	3

FINANCIAL

DOLLARS

TRAVEL	200
REPRESENTATIONAL	50
PRINTING AND MAILING	50

PHASE ONE CAMPAIGN

METALWORKING MACHINERY

CAMPAIGN MANAGER: DOUGLAS G. HARTLEV

CAMPAIGN STATEMENT:

THE CAMPAIGN IS DESIGNED TO CAPITALIZE ON EXPECTED TURN-
ABOUTS IN PRESENTLY SLUGGISH RATES IN INDUSTRY. IT IS
VITAL TO HAVE MARKET RESEARCH ON HAND TO ENABLE MAXIMUM
FLEXIBILITY IN PROFITING FROM OPPORTUNITIES.

OUTLINE FOR THIS "PRE" CAMPAIGN IS:

1. CONSTANT ALERT FOR TOS
2. ATTENDANCE AT ALL RELEVANT TRADE FAIRS
3. COMMISSIONING OF MARKET RESEARCH
4. EVALUATION OF MARKET RESEARCH AND ASSESSMENT OF
PROS AND CONS OF MOUNTING A FULL CAMPAIGN PLUS TC SHOW
OR FY 1978.

5. DEVELOPMENT OF 2 TO 4 BSPTS

IF PROGNOSIS IS FAVORABLE:

6. DEVELOPMENT OF POTENTIAL AGENT AND DISTRIBUTOR LIST
7. SUBMIT REPORT EVALUATING TRADE PROMOTION VEHICLES AVAILABLE TO US IN FY 1978 AND 1979.
8. SUBMISSION OF PTR ON ONE SUB-CATEGORY OR ALTERNATIVELY UPDATE OF "ADVANCED WELDING EQUIPMENT" PTI PREPARED IN 1974.

MISSION RESOURCES REQUIRED

PERSONNEL	MAN-DAYS
	E/C
FSO/R/GS	5
FSL PROFESSIONAL	15
FSL CLERICAL	3
UNCLASSIFIED	

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FINANCIAL

	DOLLARS
TRAVEL	200
REPRESENTATIONAL	50
PRINTING AND MAILING	50

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5. OTHER CCP INPUTS

ALLOCATION OF RESOURCES SUMMARY (PARAGRAPH 2 ABOVE)
INCLUDES MAN-DAYS ONLY FOR THE GENERAL COMMERCIAL ACTIVITIES OF EMBASSY'S COMMERCIAL BRANCH. TO OBTAIN A GRAND TOTAL OF OTHER EMBASSY CCP INPUT THE FOLLOWING AREAS OF ACTIVITY ARE ITEMIZED AS TO MAN/DAY ESTIMATES AND CAN BE INCORPORATED INTO THE ABOVE FY 1977 TOTALS IN WASHINGTON IF REQUIRED:

	FSO & GS	F L(P)	FSL(C)	
TRADE CENTER		429	429	572
(CAMPAIGN 65 PERCENT)				
TRADE CENTER		231	231	308
(NON-CAMPAIGN)				
ECONOMIC (CAMPAIGN 114)			569	0 0
USIS	49	67	0	

IRECT COSTS: ECONOMIC OFFICER TRAVEL IN SUPPORT OF
COMMERCIAL WORK - 650; DITTO ON REPRESENTATION - 225.
THESE FIGURES REPRESENT THE DIFFERENCES BETWEEN THE
TOTALS SHOWN FOR FY 1977 TRAVEL AND REPRESENTATION IN

PARAGRAPH 2 AND THOSE SHOWN IN SECTION 4.

6. CAMPAIGN AND NON-CAMPAIGN ACTIVITIES HAVE BEEN
COMPUTED ON BASIS FY 1975 STAFFING. IF STAFFING
INCREASES REQUESTED FOR FY 1976 ARE GRANTED (I.E. 2
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FSL POSITIONS), FY 1977 CAMPAIGNS WILL BE INCREASED.

7. CABLE WITH DRAFT 1977 EVENTS SCHEDULE BASED ON
THIS SUBMISSION FOLLOWS. COPY OF SECTION IV WORK-
SHEETS BEING POUCHED FOR ATTENTION OF KEMP.

SPIERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LONDON02404
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750055-0315
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750242/aaaablnv.tel
Line Count: 1991
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 37
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: CA-9016
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 05 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 MAY 2003 by RuthemTJ>; APPROVED <15 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DRAFT COUNTRY COMMERCIAL PROGRAM FOR U.K. FY 1977
TAGS: BEXP, UK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006